WHAT DID THE DENTISTS SAY?

In the sensible care of beauty and health, authorities now insist on the importance of protecting The Danger Line from acids

TODAY everyone knows what dangerous enemies decayed teeth are to physical well-being. And therefore, the vital part your dentifrice plays in preserving health and charm.

For years E. R. Squibb & Sons have issued warning that the line where gums and teeth meet is in reality The Danger Line. That acids forming in the crevices along The Danger Line—particularly between the teeth—strike the most treacherous blow to your teeth and gums.

However, because of the confusion caused by dozens of conflicting theories — and because we believed the public should receive confirmation on a matter of such importance — we decided to bring the matter before the only real existing authority—the dental profession itself.

So we went to one of the greatest clinics in the world — where every year more than 100,000 treatments are given —and asked what they had found to be the greatest danger to teeth and gums. We also requested practicing dentists everywhere to state the result of their experience. From both these sources we obtained practically unanimous agreement on the following all-important facts:

(1) *Acids are the most frequent cause of decay and gum infection.*

(2) *The most serious trouble occurs at the place where teeth meet gums—known as The Danger Line—especially at that part of The Danger Line between the teeth where a toothbrush cannot reach.*

(3) *The best product known to prevent these acids from causing decay and irritating the gum tissues is Milk of Magnesia.*

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SQUIBB'S DENTAL CREAM

Isn't it logical, then, that Squibb's Dental Cream, because it contains more than 50% of Squibb's Milk of Magnesia in a most convenient and effective form, will help prevent the danger that menaces your teeth and gums?

Squibb's Dental Cream cleans thoroughly, beautifully and safely. It relieves sensitive teeth and soothes sore gums. You can safely use it to brush the gums — which dentists say is very necessary—for it contains no harsh grit. It will not harm or fray the most delicate gum tissue. It is safe for children and adults alike.

Each time you use Squibb's Dental Cream tiny particles of Squibb's Milk of Magnesia are forced into every pit and crevice where acids can form. There they neutralize these acids and remain to give protection long afterwards.

The health of your teeth is too important to take chances. Consult your dentist regularly. Heed the advice of these authorities. Use Squibb's Dental Cream, made with Squibb's Milk of Magnesia. At all druggists — 40c the large tube.

THE "PRICELESS INGREDIENT" OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER.